

# **Okay MCI for CRM .New investment of the MCI Management SA Fund**

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On March 3, 2005 MCI Management S.A. Fund purchased 567 shares of Clix Software Sp. z o.o. from its dependant company Process4E SA (MCI holds 66.66% stake of that company). The purchased shares in total account for 56.70% of the share capital of Clix Software Sp. z o.o.

Soon the company will receive additional capital in the amount of 650 thousand PLN, in which MCI Management S.A. will participate. Ultimately the fund shall hold 40% stake in the company. The funds from the investment will be used mainly for the development of the company and the promotion of its products.

MCI Management S.A. is beginning an investment in the company in its initial growth stage – incubation and start of this project were carried out successfully by Process4E SA in 2004. Clix Software Sp. z o.o. started its operations in September 2004 launching the product called “OKAY CRM”. Already in the first quarter of its operations it won about 15% of the market share in respect of the number of sold licenses for this type of systems in Poland. Clix Software Sp. z o.o. is planning to reach profitability in 2006 – in its second whole year in business.

The core business of Clix Software Sp. z o.o. is the development and sale of CRM software (Customer Relationship Management) to small and medium-sized enterprises. The first product in the firm’s offer is “box CRM” called “OKAY CRM”. It is a totally user-friendly tool used to manage the contacts with the customer. Its installation and configuration does not require costly implementation services and the net purchase price is only PLN 490 per license. Despite being addressed to the MSO sector, the product has a very broad functionality and a lot of unique features such as Creator of Implementation substituting external consultants or an intelligent data deduplication module. OKAY CRM helps to save on average 1/3 time of the marketing and sales department employees. In a small company the investment in OKAY CRM will pay for

itself in 1-2 months.

The investment of MCI Management in Clix Software is a very important step on the way to our growth. The funds will enable us to further develop OKAY CRM and expand in the market faster. With a strong investor financing our operations is also very important for our customers – in their eyes we are gaining greater credibility and becoming a more stable provider. Compared with the competitors who are by and large small underinvested and more importantly diversified (!) Clix Software is a trustworthy partner, focused solely on its core business that is development of CRM software for the sector of small and medium-sized companies with a clearly defined strategy of growth and resources needed to pursue it.

I think that thank to the investment of MCI we will quickly succeed in achieving our primary objective which is reaching the dominant position in the provision of “box CRM” in Poland and entering into other markets of Central and Eastern Europe – said Maciej Stanusch, President of the Board of Clix Software Sp. z o.o.